

**I claim:**

1. A system based on electronic data exchange, in which the data exchange occurs between a plurality of users by means of at least one data exchange system and each of said users is operable as both a server and a receiver of information, wherein at least one user of at least one data transmission network generates required information according to specific standards, said at least one user functioning as said server, and at least one other user of said at least one data transmission network retrieves the required information and/or edits the required information generated by the at least one user, adjusted according to needs of the at least one other user, said at least one other user functioning as said receiver.

2. The system as defined in claim 1, wherein said server makes said required information, adjusted to said needs of said at least one other user, available to said at least one other user in the form of a service.

3. The system as defined in claim 1, wherein server groups identify themselves as services that are accessible to said at least one user.

4. The system as defined in claim 2, wherein said server defines access rights to said service.

5. The system as defined in claim 2, wherein said server makes said required information available in timely manner as part of said service and makes said required information, adjusted to said needs of said at least one other user operating as said receiver, available to said at least one other user.

6. The system as defined in claim 2, wherein said receiver generates question postings, which are transmitted by means of said at least one data transmission network to said server providing said service and wherein said service of said server comprises answering said question postings.

7. The system as defined in claim 6, wherein said service of said server comprises referring to at least one other service of at least one other server and/or to sub-service providers.

8. The system as defined in claim 6, wherein said service of said server is permanently or temporarily connected as need requires to said receiver generating said question postings.

9. The system as defined in claim 6, wherein said service of said server provides additional information that is not expressly required by said receiver, which increases service quality provided by said server.

10. The system as defined in claim 9, wherein said server providing said service obtains said additional information by retrieving said additional information from another service provided by another service provider.

11. The system as defined in claim 1, wherein services of a plurality of service providers are made available to said receiver by said server and/or a selection of said services is made available to said receiver by a number of different service providers.

12. The system as defined in claim 2, wherein said server providing said service is a stationary unit or a mobile unit and wherein said stationary unit or said mobile unit communicates via said at least one data exchange system with said receiver and/or said server.

13. The system as defined in claim 1, wherein said server and said receiver alternately exchange said required information by means of said at least one data exchange system.

14. The system as defined in claim 13, wherein said at least one data exchange system is global or spatially limited.

15. The system as defined in claim 12, wherein said stationary unit or said mobile unit have sensors for generating receiver-specific information, and said receiver-

specific information is made available to at least one service provider and/or at least one further receiver by means of said at least one data exchange system.

16. The system as defined in claim 1, wherein said information generated by said users in said data transmission network is generated in a standardized format.

17. The system as defined in claim 1, wherein said users comprise machines and/or businesses engaged in planting, caring for, harvesting, storing and/or processing of agricultural products; machine manufacturers; weather services; crop advisory services and planting advisors and wherein said required information includes data for optimizing a processing chain and/or a management chain for producing said agricultural products.

18. A method of communication between a plurality of users of at least one data exchange system in which each of said users operates as both a server and a receiver of information, said method comprising the steps of:

a) producing required information in at least one user of at least one data transmission network according to specific standards, said at least one user functioning as said server; and

b) picking up said required information by at least one other user of said at least one data transmission network and/or editing the required information generated by said at least one user, adjusted according to needs of said at least one other user, said at least one other user functioning as said receiver.

19. The method as defined in claim 18, further comprising making said required information, adjusted according to said needs of said at least one other user, available to said at least one other user in the form of a service of said server.

20. The method as defined in claim 19, wherein said server defines access rights to said service.

21. The method as defined in claim 19, wherein said server makes said required information available in timely manner as part of said service and makes said required information matched to said requirements of said at least one other user available to said at least one other user in a timely manner.

22. The method as defined in claim 19, wherein said receiver generates question postings, which are transmitted by means of said at least one data transmission network to said server providing said service and wherein said service of said server comprises answering said question postings.

23. The method as defined in claim 22, wherein said server refers to at least one other server and/or to sub-service providers to obtain necessary information for answering said question postings.

24. The method as defined in claim 22, further comprising providing additional information to said receiver from said service of said server that is not expressly required by said receiver, in order to increase service quality provided by said server.

25. The method as defined in claim 24, wherein said server providing said service obtains said additional information by retrieving said additional information from another service provided by another service provider.